



COSMOFARMA[®]
EXHIBITION
SMART & GREEN

**SUSTAINABLE
INTERCONNECTIONS**
5 • 7 MAY 2023 • BOLOGNA • ITALY



COSMOFARMA
Sport Zone



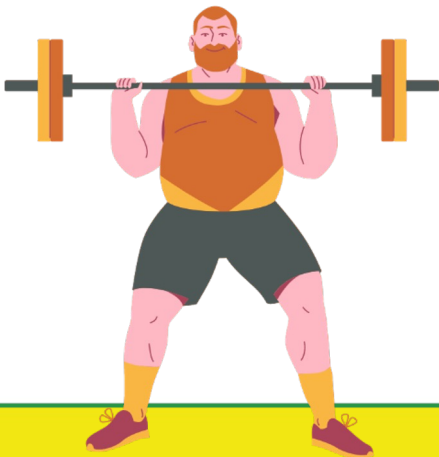
e Benessere

CONCEPT

In a world that is **focusing** on the **individual's wellbeing**, the attention to a proper balance between **body** and **mind** is a fundamental theme in everyone's life.

A wider approach to the concept of wellbeing, understood as harmony between the **physical and mental spheres**, the search for **greater self-awareness** that also includes **meditation** and **physical activity**, attention to one's **sleep cycle** and the **approach to new dietary regimes** represent goals that more and more people are approaching.

In this context, the **pharmacy** can play a leading role in promoting **wellness culture** as a **lifestyle**: promoting mental wellbeing, **regular physical activity** and supporting the **customer/patient** in their choices of specific products and services.



CONCEPT

The special **Sport Zone** initiative **evolves with content and becomes Sport Zone and Wellness**, exploring all-round wellbeing for the human being, with the aim of supporting the pharmacist and providing all the tools to improve preparation in this new global approach to health.

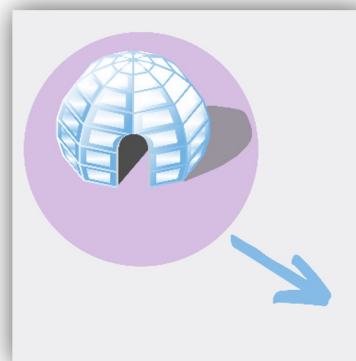
Providing pharmacists the **answers to the requests of those who practice sport, those who want to start training, and those seeking a better balance between physical and mental wellbeing**: these are the objectives of the special **Sport Zone and Wellness** initiative proposed at Cosmofarma 2023.

Sport Zone and Wellness offers to the companies the opportunity to present **products, services and content** for pharmacies that want to approach an idea of health that embraces the individual as a whole.

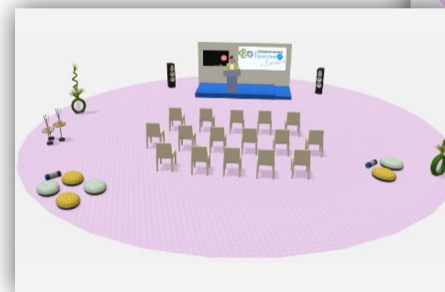
Insights and workshops, but also **practical sessions and exercises** to learn and experience at first hand how to be more aware of oneself, one's thoughts and feelings, in order to be increasingly supportive of one's clients/patients.



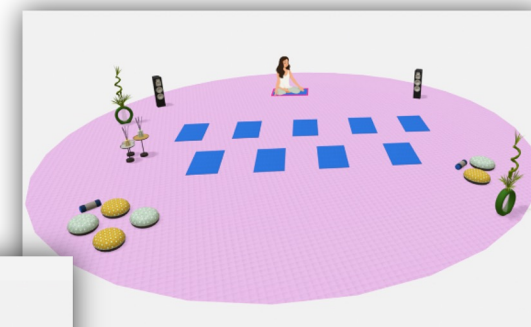
SIMULATION AREA



**WORKSHOP
AREA**



**WELLNESS
EXPERIENCE**



* Indicative images

SPORT ZONE and WELLNESS AREAS

Workshop Area

Training and updating by:

Short speeches by companies exhibiting in the Sport Zone and *Wellness*. The Workshop Area will be a focal point where pharmacists (and others) will have the opportunity to acquire new skills and be updated on the world of sport in pharmacy. All through a unique point of view: that of the companies in the sector.

- Insight tips by health professionals (sports doctor, sports psychologist, nutritionist, physiotherapist, etc.).
- Contributions from athletes and ambassadors.



SPORT ZONE and WELLNESS AREAS

Wellness Experience Area

An area designed to engage pharmacists who are visiting Cosmofarma 2023 directly, giving them the chance to play a leading role and personally try out the various activities and sporting practices proposed by the partners who will be taking care of the Wellness Area. From soft exercises to yoga sessions and mindfulness exercises.



PHARMACY SPORTS CONFERENCE

An inedited appointment at Cosmofarma 2023 is the 'Sport in Pharmacy' convention in the morning of Sunday 7th May: an original in-depth event where professionals from the various sectors that gravitate to the world of sport will make their contribution, propose solutions, and discuss the correct management of the sports department in pharmacies, and how it can grow and consolidate as a point of reference for sportsmen and women, professional and otherwise.

The conference will be held in one of the classrooms set up inside the halls of Cosmofarma 2023.





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